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PLUS
BUSINESS
S-A's Sid Topol tells it straight

- **Paul Klein out as Playboy Channel prez**
- **FNN workers balk at union strike talk**
- **CAB in ad pact with SAG, AFTRA**
- **Bravo to debut daily preview hour**

CableVision™

The news a[illegible] industry
March 26, 1984

The SMATV-MDS Challenge

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CableVision

This Week in Cable, pages 15-21

March 26, 1984, Volume 9, Number 30

HBO DOES PIX PACT

Home Box Office has come to new terms with MCA-Universal for movie product—a non-exclusive arrangment covering films released by the MCA Inc. subsidiary from 1983 to 1988.

KLEIN EXITS PLAYBOY HELM

Former NBC programming whiz Paul Klein apparently has lost a power struggle with Playboy Channel owners Playboy Enterprises Inc. and is leaving the firm. His exit did not come as a total surprise to some in the business.

LEWIS TALKS TURKEY IN OHIO

Ohio cable operators gathered in Columbus last week to learn the latest on negotiations with the cities over cable legislation and to hear what Drew Lewis had to say about the future direction of the industry.

NCTA, CITIES TO TRY AGAIN

The NCTA and the cities have scheduled a final round of talks in an effort to hammer out a new compromise on national cable legislation. If no agreement is forthcoming, Wheeler said he will go to the courts and the FCC instead.

UNIONS IN CABLE AD PACT

The Screen Actors Guild and the American Federation of TV and Radio Artists amend their current talent contracts to include compensation requirements for cable ads. Cabletelevision Advertising Bureau negotiated the amendments with both talent unions.

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PROGRAMMING 22

Traveling America, one of the first regularly scheduled national showcases for local origination fare, starts up on Home Theater Network.

MARKETING/ADVERTISING 24

Word of mouth is a powerful vehicle for transmitting public perceptions—and it may be working against you if you are a local cable operator. Ohio cable operators get some tips on community relations during a convention session.

BUSINESS 43

United Cable threatens to raise basic rates in its Lincoln Park, Mich., system despite protests from local officials. Correspondent Stephen Advokat provides details.

GOVERNMENT & LAW 45

The Libertarian Party adds its voice in urging deregulation in the cable industry.

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About the cover

Our thanks to Hughes Aircraft for this week's cover illustration, which depicts the challenge from SMATV and MDS.

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PLUS

Cable Confronts MDS-SMATV

At one time, SMATV and MDS operators maintained that their operations could be complementary to franchised cable. But with cable still subject to local regulation, and with SMATV and MDS unburdened by such constraints, these two existing and growing technologies appear to be an increasingly serious competitive threat to traditional, hard-wire cable. Associate Editor Brooke Gladstone provides an update on the MDS-SMATV challenge.

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VBPA

Film product comparison—March

Film	Pay Networks					Distributor
A Family Upside Down					MAX	Columbia
A Farewell To Arms				HTN		20th Century-Fox
Across The Great Divide			(TMC)	HTN		Simcom
Adventures Of The Wilderness Family		(ST)		(HTN)	MAX*	Simcom
Ali Baba's Revenge		ST				ATA
Anastasia				HTN	MAX	20th Century-Fox
Baby, It's You		ST				Paramount
Bad Boys					MAX	AFD
The Best		ST				Andrews & Associates
Beyond Evil		St				Film Gallery
The Big Brawl			TMC			Warner Bros.
Black Emanuelle					MAX*	20th Century-Fox
The Black Rose				HTN		20th Century-Fox
Bob The Gambler					MAX	Columbia
Bonnie Scotland		ST*				MGM/UA
The Bridge On The The River Kwai		(ST)			MAX*	Columbia
Brimstone And Treacle			TMC			MGM/UA
The Brothers Karamozov		ST*				MGM/UA
Casey's Shadow				HTN	MAX*	Columbia
Cluny Brown			(TMC)		MAX	20th Century-Fox
The Comeback Kid	HBO					ABC
The Compleat Beatles					MAX*	Universal
Conan The Barbarian	HBO	(ST)	TMC*			Universal
The Concert For Bangladesh					MAX*	UNICEF
Coney Island				HTN*		20th Century-Fox
Confessions From A Holiday Camp		ST*				Columbia
The Cowboy And The Lady		ST*				Samuel Goldwyn Co.
Dangerous When Wet		ST*				MGM/UA
The Day The Earth Stood Still			(TMC)	(HTN)	MAX*	20th Century-Fox
Dead Men Don't Wear Plaid		ST	(TMC)			Universal
Deadly Eyes	HBO		TMC			Warner Bros.
Death Wish II		ST			(MAX)	Viacom
The Deep		(ST)		HTN	MAX*	Columbia
The Deerslayer		ST				Viacom
The Diary of Anne Frank					MAX	20th Century-Fox
The Dorm That Dripped Blood		ST				Wescom
Eating Raoul	(HBO)	ST*	(TMC)		(MAX)	20th Century-Fox
Embryo			TMC			Viacom
The Entity	HBO	ST	TMC			20th Century-Fox
The Fan	HBO					Paramount
Fast Walking		ST			MAX	Lorimar
Fat Chance			TMC			Wrightwood
Fighting Back	HBO*	ST				Paramount
Fiona					MAX	Rumson Film
First Blood	(HBO)				MAX	Orion
Five Days One Summer	(HBO)	(ST)	(TMC)	HTN*		Warner Bros.
48 Hours	HBO	ST	TMC			Paramount
Frances	HBO				(MAX)	AFD
Friday The 13th					MAX	Paramount
Friday The 13th, Part III			TMC			Paramount
The Further Adventures Of The Wilderness Family					MAX	Simcom
Gallipoli	(HBO)	ST		(HTN)		Paramount
Games That Lovers Play		ST				ATA
The Gang's All Here				HTN		20th Century-Fox
The Gazebo		ST				MGM/UA
The Godfather	HBO		(TMC)		(MAX)	Paramount
Going In Style			(TMC)		MAX	Warner Bros.
Green Mansions		ST				MGM/UA
Grey Lady Down		(ST)		HTN	(MAX)	Universal
Hammett	HBO		TMC			Warner Bros.
Happy As The Grass Was Green				HTN*		Castle Hill
The Happy Hooker			TMC		MAX	Cannon
Harry Tracy	HBO					Movie Store
High Noon II			TMC			Viacom
High Road To China					MAX	HBO
Hot Touch	HBO					20th Century-Fox
The Hound Of The Baskervilles			TMC*			Leo Gutman
How I Won The War			TMC			MGM/UA
How To Beat The High Cost Of Living			(TMC)		MAX*	Orion
The Hungry I Reunion					MAX	One Pass Media
The Hurricane		ST				Samuel Goldwyn Co.
I Am The Cheese			TMC			Almi Group
I'm Dancing As Fast As I Can	HBO	(ST)	TMC*			Paramount
In Love And War				(HTN)	MAX*	20th Century-Fox
Independence Day	HBO*	(ST)				Warner Bros.
The Inn Of The Sixth Happiness				HTN	MAX	20th Century-Fox
Jabberwocky			TMC			Almi Group
Jaws Of Satan			TMC			MGM/UA
The Jayne Mansfield Story					MAX*	Alan Enterprises
Joan Of Arc					MAX*	Leo Gutman
The Journey		ST				MGM/UA
Jungle Book			TMC	(HTN)		Corinth
Just A Gigolo			TMC			MGM/UA
The King Of Jazz				HTN		Universal
La Cage Aux Folles II			TMC			MGM/UA
The Last Waltz			TMC			MGM/UA
The Learning Tree	HBO					Warner Bros.
Let's Do It Again					MAX	Warner Bros.
The Long Good Friday			TMC		(MAX)	Handmade
The Lords of Discipline		ST	TMC			Paramount
Love At First Bite		(ST)	(TMC)		MAX*	Viacom
Lovely But Deadly		ST				Video Media
MacArthur	HBO	(ST)		HTN		Universal
Magic		ST			MAX	Viacom
The Man Who Would Be King					MAX	Lorimar
Massacre In Rome	HBO*					Andrews & Associates
Missing	(HBO)	ST	(TMC)	HTN*		Universal
Mountain Family Robinson		ST	(TMC)	HTN		Simcom
Mr. Hobbs Takes A Vacation					MAX	20th Century-Fox
National Lampoon's Movie Madness	(HBO)		TMC			MGM/UA
Ned Kelly			TMC			MGM/UA
Night Shift			(TMC)		MAX	Warner Bros.
North To Alaska				HTN		20th Century-Fox
O'Hara's Wife	HBO					HBO
"Oh, God"			(TMC)		MAX	Warner Bros.
On The Run			TMC			MGM/UA
Once A Thief		ST				MGM/UA
The Outsiders	HBO	ST	TMC			Warner Bros.
Paradise		(ST)			MAX*	Embassy
Partners	(HBO)	(ST)	TMC			Paramount
Personal Best		ST			MAX	Warner Bros.
Playing For Time	HBO*					Viacom
The Prisoner of Zenda				HTN		Universal
Pursuit To Algiers			TMC*			Leo Gutman
Ragtime	HBO					HBO
Rainbow		ST	(TMC)			Viacom
Resurrection	HBO				(MAX)	Universal
Rocky III					MAX	MGM/UA
Rose Of Washington Square				HTN		20th Century-Fox
Safari 2000		ST				MGM/UA
The Salamander			TMC	HTN*		AFD
Same Time Next Year	HBO		(TMC)		(MAX)	Universal
Savannah Smiles	HBO*	(ST)				Embassy
Scavenger Hunt			(TMC)		MAX	Viacom
Second Thoughts	HBO					AFD
The Secret Policeman's Other Ball			TMC		MAX*	20th Century-Fox
The Sender	(HBO)	(ST)	TMC*			Paramount
The Sensuous Nurse		ST			(MAX)	Castle Hill
Seven Thieves				(HTN)	MAX*	20th Century-Fox
Sherlock Holmes And The House Of Fear		ST	(TMC)			Leo Gutman
Sherlock Holmes And The Secret Weapon			TMC*			Leo Gutman
Sherlock Holmes And The Voice Of Terror		ST	(TMC)			Leo Gutman
Sherlock Holmes Faces Death		ST	(TMC)			Leo Gutman
Sherlock Holmes In Dressed To Kill		ST	(TMC)			Leo Gutman

CABLE STATS

Film	Pay Networks					Distributor
Sherlock Holmes In Washington		ST	(TMC)			Leo Gutman
Sink The Bismarck				HTN		20th Century-Fox
Sophie's Choice	HBO*					ITC
Soup For One		(ST)	TMC		MAX	Warner Bros.
Spaceship			TMC			Almi Group
Special Section				HTN		Universal
Starbirds		ST				New Hope
State Fair				HTN		20th Century-Fox
Stuckey's Last Stand			TMC			Muller Media
Sun Valley Serenade				HTN		20th Century-Fox
The Sword And The Sorcerer	HBO	ST				Universal
T.A.G.—The Assassination Game	HBO*					Viacom
Telefon			TMC		MAX*	MGM/UA
Tempest	(HBO)			HTN*		Columbia
10 To Midnight		ST	TMC		MAX	Viacom
Tender Mercies	HBO					AFD
Terror By Night			TMC*			Leo Gutman
That Championship Season	HBO*	(ST)	(TMC)			Viacom
The Thing			TMC			Universal
Time Walker			(TMC)	HTN		Wescom
Those Lips, Those Eyes			TMC			MGM/UA
Thunderbirds 2086: Child's Play		ST				ITC
Tough Enough	HBO	ST		HTN		20th Century-Fox
Treasure Island	HBO*					Warner Bros.
Trio					MAX	Janus
The Triumps of A Man Called Horse	HBO		TMC			Sandy Howard
True Confessions	HBO	(ST)				MGM/UA
Twilight Time	HBO*		(TMC)	(HTN)		MGM/UA
Under Capricorn					MAX	Leo Gutman
The Unseen	HBO					Viacom
Up The Academy			TMC			Warner Bros.
Visiting Hours			TMC			20th Century-Fox
Wabash Avenue				HTN*		20th Century-Fox
When Irish Eyes Are Smiling				HTN		20th Century-Fox
Whistle Down The Wind					MAX*	Janus
The White Buffalo			TMC		MAX*	MGM/UA
The Wild Pony	HBO	(ST)	(TMC)			Sy Fisher
Willy Wonka And The Chocolate Factory		ST				Warner Bros.
Witches' Brew			TMC			Viacom
With A Song In My Heart				HTN		20th Century-Fox
Without A Trace	HBO	ST	TMC	HTN		20th Century-Fox
The World According To Garp	(HBO)	(ST)	TMC*		MAX	Warner Bros.
Zapped			(TMC)		MAX*	Embassy

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

■ Networks in parentheses indicate carriage in October, November, or December 1983, January and/or February 1984.

■ An asterisk indicates that the film is a carry-over from October, November or December 1983, January and/or February 1984.

■ In total, 177 films appear on the March schedules of HBO, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles during the last six months, five films have played on four of the five services, 23 on three services and 49 on two services. One hundred films are unduplicated.

■ The motion picture distributor with the most titles on pay TV this month is 20th Century-Fox with 28, followed by MGM/UA with 23 and Warner Bros. with 17 pictures.

■ *48 Hours*, the blockbuster adventure teaming Eddie Murphy with Nick Nolte, goes on the program guide covers of the pay TV services this month. The lone exception to this case is Home Theater Network, which highlights *Without A Trace*, a drama on missing children starring Kate Nelligan. *Without a Trace* also shows up on the TMC guide, with *The Lords of Discipline* and a Charles Bronson film festival. Also featured: the 1983 Oscar contender *Tender Mercies* and *High Road To China* (HBO/Cinemax); John Sayles' tender growing-up melodrama *Baby, It's You* (Showtime), and several specials—*Lena Horne: The Lady And Her Music* (Showtime), Men At Work (HBO/Cinemax) and the ACE-winning *Sweeney Todd* (Showtime).

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc.[1]	2,772,600	(10/83)
2	American Television and Communications Corp.	2,400,000	(12/83)
3	Group W Cable	1,950,921	(12/83)
4	Cox Cable Communications Inc.	1,457,914	(1/84)
5	Storer Cable Communications	1,371,000	(12/83)
6	Warner Amex Cable Communications Inc.	1,362,000	(12/83)
7	Times Mirror Cable TV Inc.	928,110	(1/84)
8	Newhouse Broadcasting[2]	788,125	(1/84)
9	Continental Cablevision	748,000	(12/83)
10	Viacom Cablevision	736,305	(1/84)
11	United Cable Television Corp.	620,000	(12/83)
12	Sammons Communications, Inc.	581,600	(1/84)
13	Rogers Cablesystems, Inc.	495,470	(1/84)
14	CableVision	470,000	(1/84)
15	TeleCable Corporation	388,473	(12/83)
16	Heritage Communications Group	370,154	(1/84)
17	Capital Cities Cable Inc.	351,118	(1/84)
18	Comcast Cable Communications	345,000	(1/84)
19	UA Cablesystems Corp.	341,000	(1/84)
20	General Electric Cablevision	322,600	(1/84)

1. Number is an estimate.
2. Includes MetroVision, NewChannels, Vision Cable.
Source: Subscriber counts are provided by MSOs to Titsch Communications Inc.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	238,163	(1/84)
2	Woodbury (Long Island), NY	Cablevision Systems	220,000	(1/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,900	(1/84)
5	Florida Division[1]	ATC	179,800	(12/83)
6	San Antonio, TX	Rogers Cablesystems	166,341	(1/84)
7	East Orange, NJ	Maclean Hunter	156,410	(12/83)
8	Cincinnati area, OH	Warner Amex	134,290	(12/83)
9	Wayne, NJ	UA Cablesystems	127,000	(1/84)
10	Tulsa, OK	United Cable	110,809	(12/83)
11	Audubon, NJ	NYT Cable	110,275	(1/84)
12	Rochester, NY	ATC	108,600	(12/83)
13	Erie County, NY	Prime Cable Corp.	104,445	(1/84)
14	Baltimore County, MD	Cattec Cablevision	103,211	(12/83)
15	Tidewater (Norfolk), VA	Cox Cable	100,409	(1/84)
16	San Jose, CA	Gill Industries	100,300	(11/83)
17	Austin, TX	ATC	98,900	(12/83)
18	Honolulu, HI	ATC	97,100	(12/83)
19	Memphis, TN	ATC	94,300	(12/83)
20	Seattle, WA	Group W Cable	92,623	(12/83)

1. Includes Orlando, FL and Melbourne, FL.
Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc.